

IN THE NEWS

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by WKTV staff

Free, live webinar discusses being successful in the restaurant industry

Small business owners and the general public are invited to a one-hour, no-cost Michigan SBDC webinar at 2 p.m. Tuesday, June 20, to discuss “Thriving in the Restaurant Industry: Challenges and Opportunities.”

The live panel discussion will feature industry experts from across the state who will delve into the critical issues faced by restaurants today, including labor shortages, rising food costs, marketplace changes, shifting consumer preferences, and the impact of technology and data transformation. A question-and-answer period will follow the panel, and the webinar will also be available on demand after the live event.

“The restaurant industry is highly competitive with slim profit margins, but there are many opportunities for success,” said Jim McLain, Michigan SBDC Growth Team Manager and panel facilitator. “By focusing on great customer service, high quality food and a unique dining experience, restaurants can thrive in today’s marketplace.”

The four-member expert panel will include:

Jody Ewbanks, Director of Restaurant Operations, Stafford’s Pier Restaurant in Harbor Springs

Javier Fortosa, Owner, Torti Taco Bar and Grill in Battle Creek

Andy French, President, Aubree’s Pizzeria and Grill, with seven locations in Michigan

Cathy Howell, Owner, The Wicked Sister in Sault Ste. Marie

“My personal belief is that none of the industry’s current challenges in their most basic form are new,” said Howell. “Fortunately, the restaurant industry is full of creative, talented and resourceful individuals who ‘crack the code’ on the newest challenges, leading to innovative best practices that help keep us moving forward.”

More information and registration for the webinar are available at <https://bit.ly/3Cd2ZgX>.